

WTJC-TV telecast of Business Issues and News

WTJC-TV recognizes contemporary business issues touch all of society. Indeed with today's search for greater job creation strategies as a solution to inner city needs, the station has committed to the weekly half hour telecast of a program targeted to such vital issues. It's Your Business brings pressing global issues of business to the individual through presentation of matters in a clear concise discussion and news presentation.



Facts & Figures

- Half-hour weekly business affairs debate program
- Recipient of 12 national and regional broadcast awards
- Produced since 1979 by BizNet, the broadcast division of the U.S. Chamber of Commerce
- Moderated by Emmy Award-winning producer and broadcast journalist Meryl Comer
- Seen on 140 stations across the country
- The nation's most widely commercially syndicated business affairs TV program, reaching more than 70% of U.S. television households
- Current and recent sponsors include: Alcoa, Anheuser-Busch, Budget Rent-A-Car, Charles Schwab, Citicorp, Federal Express, Fidelity Investments, IBM, Lincoln-Mercury, Pitney Bowes, Unisys, Whole Grain Total

6/92



Biographies

Meryl Comer

Meryl Comer is moderator of *It's Your Business*. The Emmy Award-winning TV journalist brings more than 20 years of broadcast experience to the program.

In 1978 and 1979, she hosted the daily talk show *Good Day!* on WCVB-TV, the ABC affiliate in Boston. Prior to that, she was producer and host for the popular interview show *2's Company* on WMAR-TV, the CBS affiliate in Baltimore, from 1976 to 1978. From 1974 to 1976 she co-anchored the *Ten O'Clock News* for WTTG Television, formerly the Metromedia outlet in Washington, now a Fox Television station.

Prior to joining the broadcast division of the U.S. Chamber of Commerce in 1983, Comer was vice president of broadcasting for the Washington public relations firm Gray and Company, now Hill & Knowlton. She was most recently named vice president for communications development at the U.S. Chamber of Commerce.

Comer's alma mater is the University of Pennsylvania.

Richard L. Leshner

Richard L. Leshner was appointed President of the U.S. Chamber of Commerce in the spring of 1975. With extensive education and experience in all aspects of management in technology, finance and communications, as well as in business and government, Leshner provides an expert view as a regular panel member on *It's Your Business*.

While at the helm of the U.S. Chamber of Commerce, dramatic changes and growth in the organization have taken place, especially an emphasis on modern communications, with the addition of a state-of-the-art Telecommunications Center in 1982 at the Chamber's Washington, D.C. headquarters. The center is also the home of BizNet, the broadcast division of the U.S. Chamber.

Previously, Leshner served as president of the National Center for Resource Recovery, as a management consultant to business and as an assistant administrator of the National Aeronautics and Space Administration during the historic period prior to man's first landing on the moon. He received his Bachelor's degree from the University of Pittsburgh, his Master of Science degree from Pennsylvania State University and his Doctorate in Business Administration from Indiana University.

It's Your Business

Several Cabinet members, administration officials, and more than 80 congressman representing both the House and Senate from both sides of the aisle appear on *It's Your Business* each season. In addition, national opinion leaders from the media, labor and consumer advocacy groups and business and public policy institutions participate on the program. A sample of panelists who have appeared on *It's Your Business* includes:

Henry Aaron, senior fellow, Brookings Institution
Fred Barnes, senior editor, *New Republic*
Helen Blank, senior child care associate, Children's Defense Fund
Sen. John Breaux (D-Louisiana)
Peter Cattuci, vice president, Communications Workers of America
Rep. Phillip Crane (R-Illinois)
Rep. Tom DeLay (R-Texas)
Sen. Pete Domenici (R - New Mexico)
Sen. Wyche Fowler (D-Georgia)
Sen. Phil Gramm (R-Texas)
Marcia Greenberger, managing attorney, National Women's Law Center
Robert Greenstein, director, Center for Budget and Policy Priorities
Rep. Lee Hamilton (D-Indiana)
Del. Eleanor Holmes-Norton (D-District of Columbia)
Robert Irvin, legal counsel, National Wildlife Federation
The Hon. Maynard Jackson, mayor of Atlanta
Yoshio Karita, deputy chief of mission, Embassy of Japan
Sen. Nancy Kassebaum (R-Kansas)
Julius Katz, deputy trade representative, U.S. Department of Trade
Jack Kemp, secretary, Housing and Urban Development
Rep. Barbara Kennelly (D-Connecticut)
Lawrence Kudlow, Chief Economist, Bear Sterns
Linda Lisen, legislative counsel, Consumers Union
Lynn Martin, secretary, Labor Department
Rep. Robert Matsui (D-California)
Chris Matthews, Washington bureau chief, *San Francisco Examiner*
James Miller III, chairman, Citizens for a Sound Economy
Rep. Susan Molinari (R-New York)
Ralph Neas, executive director, Leadership Conference on Civil Rights
William Niskanen, chairman, The CATO Institute
Tom Oliphant, correspondent, *The Boston Globe*
Rep. Leon Panetta (D-California)
Roger Porter, assistant to the President, Economic and Domestic Policy
Clyde Prestowitz, president, Economic Strategy Institute
Rep. Charles Rangel (D-New York)
Roger Robinson, former chief economist, National Security Council
Bella Rosenberg, assistant to the president, American Federation of Teachers
Sen. William Roth (R-Delaware)
Hobart Rowen, *The Washington Post*
Howard Samuel, president, Industrial Union Department, AFL-CIO
Sen. Terry Sanford (D-North Carolina)
Rep. Jim Slattery (D-Kansas)
Kenneth Quinn, deputy assistant secretary of state, Department of State



Awards & Honors

1991

CAPE Awards/Cable Television Network of New Jersey

Best single commercial program in the talk/interview category for program titled *Parental Leave*.

1990

CAPE Awards/Cable Television Network of New Jersey

Best single commercial program in the talk/interview category for program titled *Family and Medical Leave*.

American Women in Radio and Television

Honorable mention in the syndicated talk show category for program titled *The Mommy Track: For Women Only?*

1989

CAPE Awards/Cable Television Network of New Jersey

Best single commercial program in the talk/interview category for program titled *The Mommy Track: For Women Only?*

1988

CAPE Awards/Cable Television Network of New Jersey

Best single commercial program in the talk/interview category for program titled *Child Care: What are the Choices?*

1987

New York State Bar Association Media Awards

First place in the national television category for program titled *Sexual Harassment: Problems on the Job?*

CAPE Awards/Cable Television Network of New Jersey

Best single commercial program in talk/interview category for program titled *Sexual Harassment: Problems on the Job?*

1986

CAPE Awards/Cable Television Network of New Jersey

Best commercial series program in the talk/interview category for program titled *Parental Leave: Should it be Mandatory?*

Gavel Awards/American Bar Association

Certificate of merit for program titled *Crowded Courtrooms: Is This Case Necessary?*

American Women in Radio and Television

Commendation award in the syndicated talk show category for program titled *Comparable Worth: What Next?*

1983

New York Art Director's Club

Certificate of merit for promotion/animation

1981

Gavel Awards/American Bar Association

Certificate of merit for program titled *Corporate Conduct: A New Criminal Code?*



FORMAT SHEET

SHOW # 667

AIR DATE 6/13 - 14/92

OPENING

BB/CHARLES SCHWAB AUDIO XJOC5793/VIDEO XJOC5805

BB/ANHEUSER BUSCH AUDIO AUCM0026/VIDEO AUCM0028

COMMERCIAL BREAK #1

Position #1:

0:00
7:23

:30 CHARLES SCHWAB

XJOC5803

:30 ANHEUSER BUSCH

AUCM3062

Local:

:60

ACT I

9:24

COMMERCIAL BREAK #2

Position #1:

16:39

:30 SIEMENS

YIMC 0013

:30 ANHEUSER BUSCH

AUCM3039

Local:

:60

ACT II

18:40

COMMERCIAL BREAK #3

Position #1:

23:51

TS SCHWAB

XJOC5813

ER BUSCH

AUCM3054

Local:

ACT III

26:

CLOSE

BB/CHARLES

XJOC5793/VIDEO XJOC5805

BB/ANHEUSER

AUDIO AUCM0026/VIDEO AUCM0028

TITLE: Worker's Compensation

GUESTS:

Dr. Richard Leshner, President US Chamber of Commerce
Robin Obetz, Attorney
Don Elisburg, Center for Protection of Worker Rights
Jim Ellenberger, Assist. Director, Occupational
Safety & Health, AFL-CIO

AFFIDAVIT OF PERFORMANCE

SHOW # 667

We warrant that the above program with the listed commercials for the U.S. CHAMBER OF COMMERCE aired on our facilities on (date) _____ from (time) _____ to _____. If discrepancy occurred with the broadcast of show and/or commercials, please explain on reverse side.

Sworn to and subscribed before me
on _____

Notary By: _____

Station Rep: _____

Station Call Letters: _____

Address: _____

Please Return Affidavit To "IT'S YOUR BUSINESS", 1615 H STREET, N.W., WASHINGTON, D.C. 20062. If You Have Any Problems Regarding The Show, Please Call Us At 202/463-5834.



U.S. Chamber of Commerce • 1615 H Street, N.W. • Washington, D.C. 20062 • (202) 463-5858

Watch *IT'S YOUR BUSINESS*

Topic: WORKERS' COMPENSATION

Panelists: DONALD ELISBURG, director, Center to Protect Workers' Rights

JAMES ELLENBERGER, assistant director, Department of Occupational Safety & Health, AFL-CIO

ROBIN OBETZ, attorney, adjunct professor of law, Ohio Northern University College of Law

RICHARD LESHER, president, U.S. Chamber of Commerce

At Issue:

Excessive definitions of compensation costs. Workers' compensation costs have risen from \$6 billion to over \$54 billion.

Several states are considering reform measures to hold down the costs of workers' compensation. One concept, "24-hour coverage," would eliminate the distinctions between occupational and non-occupational injuries by combining disability, medical and life insurance coverage for employees. Emphasis is also being placed on worker safety and accident prevention.

Is the workers' compensation system in need of reform?

It's Your Business airs nationally on more than 140 television stations.

For more information:
Contact Tracey Davis,
(202) 463-5858

For transcripts:
Contact Leona Jordan,
(202) 463-5811

Sponsored nationally by SIEMENS



Local Sponsorship on (Station)

Since 1979, *It's Your Business*, the nation's most widely syndicated, advertiser-supported, business affairs program, has covered the issues facing American companies and consumers.

From national health care to tax reform, *It's Your Business* presents each topic in a lively half-hour debate forum, featuring national authorities as guest panelists. The program is moderated by Emmy Award winning journalist, Meryl Comer.

Carried nationally in more than 140 TV markets, *It's Your Business* advertisers include Alcoa, Anheuser-Busch, BellSouth, Chevrolet, Dodge, DuPont, Federal Express, IBM, Jeep, Lincoln-Mercury, MasterCard, Pitney Bowes, Unisys, USAir, U.S. Postal Service and Xerox.

Now, you can sponsor *It's Your Business* locally on (station, channel), where the program airs (day) at (time).

It's Your Business is an effective advertising vehicle for reaching upscale opinion leaders and business decision makers in (your market).

Local sponsorship of *It's Your Business* on (station) guarantees *product exclusivity...and maximum impact* for your client.



A Quality Audience for Your Important Message

**A survey of Washington-area
opinion leaders shows:**

Regular Viewing

62% watch at least once a month.

Fair-Minded Treatment of Controversial Issues

89% agree the producers "try to present issues in a fair manner."

84% agree *It's Your Business* provides a balanced forum.

Respected Format

92% believe the *It's Your Business* open-debate format is a good way to present issues.

Prestigious Program

89% of surveyed members of Congress would like to be a guest on *It's Your Business*.

***It's Your Business* delivers informed, active and
influential viewers - a quality audience for your
important message.**

The above are extracted from an Opinion Leader Survey conducted by the U.S. Chamber of Commerce in March, 1986. Questionnaires were mailed to 1,050 individuals. Included in the survey were cabinet officers, members of the White House staff, senior civil servants, association executives, Washington representatives, journalists, labor executives, members of the judiciary, university administrators and all members of Congress. Response rate was 23%, or 241 individuals, including 82 members of Congress.

It's Your Business

<u>TOPIC</u>	<u>SHOW #</u>
NUCLEAR POWER	592
STRIKING WORKERS	593
WORLD TRADE PROSPECTS	594
THE RECESSION	595
STATE OF THE UNION	596
CIVIL RIGHTS LEGISLATION	597
EASTERN EUROPE	598
THE FEDERAL BUDGET	599
PUBLIC LANDS	600
THE STOCK MARKET	601
SOCIAL SECURITY	602
PARENTAL LEAVE	603
DEFENSIVE MEDICINE	604
US/MEXICO FREE TRADE	605
US/JAPAN RELATIONS	606
UNEMPLOYMENT COMPENSATION	607
WOMEN IN THE WORKFORCE	608
ECONOMIC RECOVERY	609
BUSH/EDUCATION INITIATIVES	610
TRADE WITH VIETNAM	611
US FOOD SUPPLY	612
SAVINGS INCENTIVES	613
CAMPAIGN FINANCE REFORM	614
FEDERAL RESERVE	615
PAPERWORK&POLITICS	616
TAX FAIRNESS	617
WETLANDS	618
ENERGY STANDARDS	619
NATIONAL TRANSPORTATION PLANS	620
HEALTH CARE	621
PRIVATIZATION	622
ECONOMIC RECOVERY	623
AID TO SOVIETS	624
FINANCING HIGHER EDUCATION	625
1990 BUDGET COMPROMISE	626
CIVIL JUSTICE REFORM	627
STRIKER REPLACEMENT	628
FAMILY LEAVE	629
EC 92	630
THE EIGHTIES	631
ENERGY LEGISLATION	632
ECONOMIC GROWTH	633
HEALTH CARE REFORM	634
CONGRESS	635
TAX CUTS	636
GLOBAL WARMING	637
DEMOCRACY & ECONOMIC CHANGE	638

WTJC-TV 26
2675 DAYTON ROAD
SPRINGFIELD, OHIO
45506
(513)323-0026

IT'S YOUR BUSINESS
IT'S YOUR BUSINESS

01/07/93
Sponsor No. 514
Order No. 23
Terms: AS RENDERED
Logged: PUBLIC AFFAIRS

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
10/04/92	06:00:00	
10/11/92	06:00:00	
10/18/92	06:00:00	
10/25/92	06:00:00	
11/01/92	06:00:00	
11/08/92	06:00:00	
11/15/92	06:00:00	
11/22/92	06:00:00	
11/29/92	06:00:00	
12/06/92	06:00:00	
12/13/92	06:00:00	
12/20/92	06:00:00	
12/27/92	06:00:00	

This announcement was broadcast 13 times. As entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice numbered/dated _____ at his earned rate of:

13 28 min 30 sec spots at 0.00 for 0.00

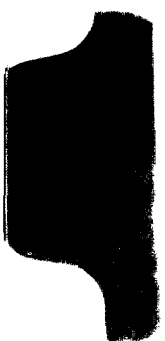
Total Invoice: 0.00

Sworn to and subscribed before me and in my presence

on this _____ day of _____

Typed Name and Title

Station
WTJC



Section 5

- **Children's Educational Programming**
- **Typical Photographs of Local Children's Educational Program Production**

WTJC-TV telecast of Children's Programming

WTJC-TV recognizes the need for ongoing telecast of Children's educational material free of commercial tie-in. In response to this need for quality Children's Programming, the station telecasts a weekly half hour commercial free educational children's program, Vegetable Soup.

The program specifically deals with a wide variety of educational, social, and developmental issues and is specifically targeted to children under the age of 12.

Examples of learning lessons regularly included are:

- Individual uniqueness and acceptable self images
- Ethnicity
- Native American life styles and history perspectives
- Self expression through the modern interpretive dance
- Nurturing peer appreciation of diversity in lifestyles
- Decision making skills in the presence of social detriments
- Raising cultural aspirations

LOCAL PRODUCTION OF CHILDREN'S PROGRAMMING

WTJC-TV has reached far beyond the telecast of Vegetable Soup in an effort to satisfy the educational and developmental needs of children. Beginning in 1992, in compliance with the children's programming rules of the FCC, the station also began a regular local production of TIME OUT FOR KIDS! (TOFK!)

TOFK! is a studio production of WTJC-TV produced monthly during

ADDENDUM - CHILDREN'S PROGRAMMING DOCUMENTATION

Supporting WTJC-TV documentation for Children's programming included in this material:

- 1. Detailed Children's programming synopsis sheets**
- 2. Photos of typical Children's program taping sessions at WTJC-TV**
- 3. Copies of letters from educational professionals**
- 4. Copies of letters from children**

WTJC-TV Superiority in Public Affairs and Educational Programming

September 19, 1992 - September 25, 1992

News/Public Affairs
(Length in minutes)

<u>Station</u>	<u>Saturday</u>	<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Week Total</u>
WTJC-TV	81:00	133:00	83:00	83:00	91:30	91:30	91:30	654:30
WXIX-TV	-	180:00	-	-	-	-	-	180:00
WGRT-TV	-	30:00	-	-	-	-	-	30:00

September 19, 1992 - September 25, 1992

Children's Educational
(Length in minutes)

<u>Station</u>	<u>Saturday</u>	<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Week Total</u>
WTJC-TV	-	28:30	-	-	-	-	-	28:30
WXIX-TV	-	-	-	-	-	-	-	-
WGRT-TV	-	-	-	-	-	-	-	-

SOURCE: TV GUIDE MAGAZINE WK 9/19/92
and WTJC-TV OFFICIAL PROGRAM LOG

" TIME OUT FOR KIDS WITH SAFETY SAM "

ISSUE	DESCRIPTION	TIME	DATE
CHILDREN'S PROGRAMMING	Episode # 1. Safety Sam talks to kids about not taking anything from a stranger, not to be a hot dog and take lots of risks, and how it'S BETTER to be a live chicken than a dead duck.	SEE ATTACHE AFFIDAVIT F DATE AND TI	
	Episode # 2. Safety Sam	SEE ATTACHE AFFIDAVIT F	

WTJC-TV 26
2675 DAYTON ROAD
SPRINGFIELD, OHIO
45506
(513)323-0026

SAFETY SAM #1
SAFETY SAM #1

01/06/93
Sponsor No. 563
Order No. 73
Terms: AS RENDERED
Logged:

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
03/30/92	15:20:00	
04/06/92	15:20:00	
04/13/92	15:20:00	
04/20/92	15:20:00	
04/27/92	15:20:00	
05/04/92	15:20:00	
05/11/92	15:20:00	
05/18/92	15:20:00	
05/25/92	15:20:00	
06/01/92	15:20:00	

This announcement was broadcast 10 times. As entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice numbered/dated _____ at his earned rate of:

10 04 min 30 sec spots at 0.00 for 0.00

Total Invoice: 0.00

Sworn to and subscribed before me and in my presence

on this day of

Typed Name and Title

Station
WTJC

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2675 DAYTON ROAD
SPRINGFIELD, OHIO
45506
(513)323-0026

SAFETY SAM #2
SAFETY SAM #2

01/06/93
Sponsor No. 564
Order No. 74
Terms: AS RENDERED
Logged:

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
03/31/92	15:20:00	
04/07/92	15:20:00	
04/14/92	15:20:00	
04/21/92	15:20:00	
04/28/92	15:20:00	
05/05/92	15:20:00	
05/12/92	15:20:00	
05/19/92	15:20:00	
05/26/92	15:20:00	

This announcement was broadcast 9 times. As entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice numbered/dated _____ at his earned rate of:

9 04 min 30 sec spots at 0.00 for 0.00

Total Invoice: 0.00

Sworn to and subscribed before me and in my presence

on this day of

Typed Name and Title

Station
WTJC

WTJC-TV 26
2675 DAYTON ROAD
SPRINGFIELD, OHIO
45506
(513)323-0026

SAFETY SAM #3
J

01/06/93
Sponsor No. 565
Order No. 75
Terms: AS RENDERED
Logged:

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
04/01/92	15:20:00	
04/08/92	15:20:00	
04/15/92	15:20:00	
04/22/92	15:20:00	
04/29/92	15:20:00	
05/06/92	15:20:00	
05/13/92	15:20:00	
05/20/92	15:20:00	
05/27/92	15:20:00	

This announcement was broadcast 9 times. As entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice numbered/dated _____ at his earned rate of:

9 04 min 30 sec spots at 0.00 for 0.00

Total Invoice: 0.00

Sworn to and subscribed before me and in my presence

on this _____ day of _____

Typed Name and Title

Station
WTJC

WTJC-TV 26
2675 DAYTON ROAD
SPRINGFIELD, OHIO
45506
(513)323-0026

SAFETY SAM #4
SAFETY SAM #4

01/06/93
Sponsor No. 566
Order No. 76
Terms: AS RENDERED
Logged:

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
04/02/92	15:20:00	
04/09/92	15:20:00	
04/16/92	15:20:00	
04/23/92	15:20:00	
04/30/92	15:20:00	
05/07/92	15:20:00	
05/14/92	15:20:00	
05/21/92	15:20:00	
05/28/92	15:20:00	

This announcement was broadcast 9 times. As entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice numbered/dated _____ at his earned rate of:

9 04 min 30 sec spots at 0.00 for 0.00

Total Invoice: 0.00

Sworn to and subscribed before me and in my presence

on this day of

Typed Name and Title

Station
WTJC

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2675 DAYTON ROAD
SPRINGFIELD, OHIO
45506
(513)323-0026

SAFETY SAM #5
SAFETY SAM #5

01/06/93
Sponsor No. 567
Order No. 77
Terms: AS RENDERED
Logged:

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
04/03/92	15:20:00	
04/10/92	15:20:00	
04/17/92	15:20:00	
04/24/92	15:20:00	
05/01/92	15:20:00	
05/08/92	15:20:00	
05/15/92	15:20:00	
05/22/92	15:20:00	

TIME OUT FOR KIDS WITH " SAFETY SAM "

Time Out for Kids with "Safety Sam" is a new Children's Program Channel 26 started this season. Safety Sam is a local Magician who performs for School Organizations, Church groups and Private Parties to teach children about different Safety techniques while entertaining them with magic tricks. His topics of discussion included Firecracker safety, traffic safety, fire, bicycle, and kitchen safety. This program was produced here in our studio and featured over 50 second graders from Dayton Christian School. Several students participated with Safety Sam's magic acts. Afterwards the kids enjoyed Pizza and prizes. The Series was very educational as well as entertaining for all kids.

TOPIC: CHILDREN'S PROGRAMMING

HOST: SAFETY SAM

PRODUCER: MARVIN SPARKS

"SPRINGFIELD TODAY" SPECIAL EDITION

Today we did a live production in our Studio with more than 60 students from North and South High Schools located here in Springfield. Our special guest hosts were Pat Bass, Health teacher and counselor from South High School and Michael Dixon, Counselor from North High School. This program was done in conjunction with Continental Cablevision.

We taped two one half hour programs in one morning with this group. The first program was entitled "Saudi Arabia and the Gulf

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SPRINGFIELD, OHIO
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(513)323-0026

SPRINGFIELD TODAY
SPRINGFIELD TODAY

03/26/92
Sponsor No. 515
Order No. 24
Terms: AS RENDERED
Logged:

AFFIDAVIT OF PERFORMANCE

DATE	EXACT TIMES	WTJC
01/05/92	06:30:00	
01/12/92	06:30:00	
01/19/92	06:30:00	
01/26/92	06:30:00	

This announcement was broadcast 4 times. As entered in the station's
program log. The times this announcement was broadcast were billed to
this station's client on our invoice numbered/dated _____
at his earned rate of:

4 28 min 30 sec spots at 0.00 for 0.00

Total Invoice: 0.00

Sworn to and subscribed before me and in my presence

on this day of

Typed Name and Title

Station
WTJC